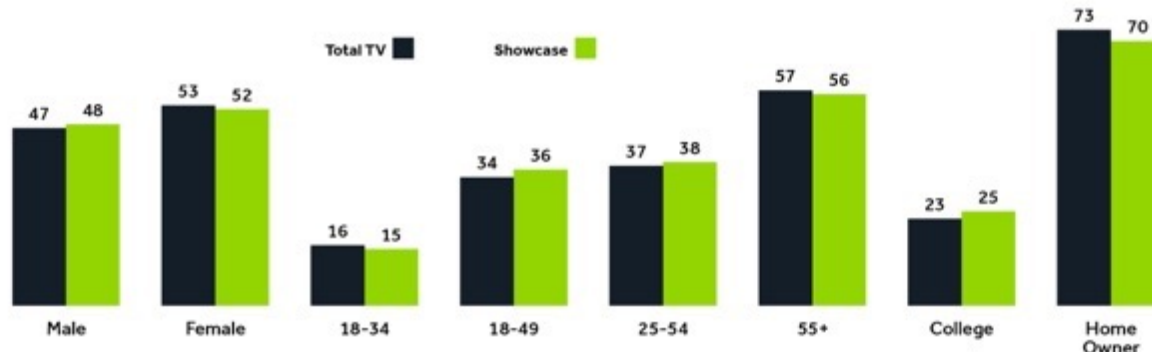


Demographic Profile

Source:
Numeris PPM data, %A18+ AMA, English Canada,
M-Su 2a-2a (Aug 28 – Dec 24/17)



Audience Profile

Source:
Vividata 2017 Q2 Product Database, English Canada,
Index based on Comp% of A18-54 vs. population

Showcase viewers make the most of their leisure time and are more likely to:

- Be active with fitness/aerobics (120), jogging (113), yoga/pilates (120), golf (120), tennis (119), cross-country skiing (127) and playing baseball (129)
- Take in pro sports events such as basketball (126), football (119), soccer (118), WWE and UFC (166)
- Attend live theatre (109), rock (110) and country (147) music concerts and enjoy dancing (107)
- Go to the movies for sci-fi (135), drama (110) and action/adventure (106) movies
- Have spent \$500+ on home electronics/entertainment (109) in the past 2 years and have 3+ video game systems (118) in the household

Showcase viewers love their cars and enjoy travel, they are more likely than the population to:

- Keep up with the latest advances in automobile technology (112)
- Drive large premium vehicles (115) like pickup trucks (111)
- Like to take holidays off the beaten track (108) and have spent \$2,000+ on a trip outside of Canada in the last year (139), often to Mexico/Caribbean destinations (129)

Looking their best is important to Showcase viewers, so they are more likely to:

- Value the opinion of others about their appearance (109) and agree it is important to be attractive to others (107)
- Visit a beauty/fashion website monthly (127)
- Be avid users of facial cleansers (123), hand & body cream (117) and facial moisturizers (123) 6+ times weekly
- Spend \$500+ on jewellery (131) annually

With a wide range of food/drink options, Showcase viewers are more likely to:

- Have larger grocery budgets, spending \$250+ every week (115) on food, using chocolate (115) and regular (111) milk, processed cheese (124), cream cheese (117), cookies (113), toaster products (114), hot cereals (128) and frozen pizza (116)
- Regularly drink coffee (112), diet colas (112), iced tea (114), rum (110) or rye/Canadian whiskey (113)
- Order take-out food (118) 3+ times monthly

Key Research Facts

Source:
Numeris PPM Data, (Aug 28 – Dec 31/17), Total Canada, Mo-Su
2a-2a; station rank based on CDN SPEC.COM ENG/CDN DIG
ENG – excludes non-commercial stations, A25-54 AMA(000);
Mediastats November 2017

Average Weekly Reach (000) - Ind. 2+: **6,709**

of Subscribers: **6,188,418**

Programming Genre: **General Entertainment**

Rank among Canadian Specialty Stations: **4**

Key Programs: *The Sinner, Marvel's Runaways, Supergirl, Travellers, Mr. Robot, Star Wars Franchise*

**SHOW
CASE**